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Mr. C. E. Holzworth, in charge of the Chicago District Office, sent out to the managers in his territory during the year 1928, a number of letters pertaining to the operation of a successful store. These letters contain suggestions and advice which should be of great value to every employee. The first group of letters, a few of which will appear in this paper each week for an indefinite period, deal with "Getting the Business."

-Letter Number 1-

A SUCCESSFUL STORE GETS THE BUSINESS

The Value of a High Merchandise Check

Getting right down now to fundamentals, our business is to sell merchandise at a profit. We are in existence for that purpose alone. We are retail merchants.

Every year we are given a list of items that sold in the different stores throughout the country and we are told how fast these items have sold. Every month we receive an additional list of new items or seasonable items and here, too, we are told how fast they will sell. These lists, or checking sheets, carry the combined experience of all managers, superintendents, and buyers. They are loaded with the best available information.

The alert manager will try at all times to reach the highest possible degree of perfection in keeping these goods flowing to his counters as fast as his customers will take them away. He knows that these goods are sure business-getters and that being out of these goods is a sure way to lose sales. He knows that the customers want these goods and that he should have them to secure their business.

The checking sheets are the backbone of our business and low-checks always mean lost business. You can't sell goods that are not in stock.

We want the business. You need it. What percentage of the business represented by our checking sheets are you getting?

-Letter Number 2-

A SUCCESSFUL STORE GETS THE BUSINESS

By Pushing New Merchandise

How many times have you heard one of your customers say, "Let's look around and see what's new."

Do you realize that by an actual count in one of our stores, 85% of our customers are regular visitors? These customers get to know your merchandise and your displays and they can pick out your new items nearly as well as you can. Don't forget, too, that these customers visit other stores including your competitors'. They see the new merchandise somewhere. Some store has the reputation for being the first to show the new items.

Do your customers say, "Let's go down to Kresge's, they always have the new items first?"

Since Mr. D. C. Fisher has been sending us his Weekly Sales Bulletin we know what items are good just as soon as they have been tried. Most of the risk is eliminated. He never recommends until he is sure. His weekly letter is being cut up into yellow gold certificates by the aggressive managers.

The difference between an increase and a decrease, or the difference between an increase and a wonderful increase, is only a few dollars a week. You can get this business by hitting these new items hard when they are new. Beat your competitor to it. Get the reputation for being the "live" store in your city.
